MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2022/2023 (TERM ID 2210 & TERM ID 2215)**

## DSC5217
## STRATEGIC COMMUNICATION AND DIGITAL MEDIA

(All groups/sections)

13 FEBRUARY 2023
2:30PM – 4:30PM
(2 Hours)

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**INSTRUCTIONS TO STUDENTS**

1. This question paper consists of **THREE** pages with **TWO** sections.
2. Answer **ALL** questions in the Answer Booklet provided.

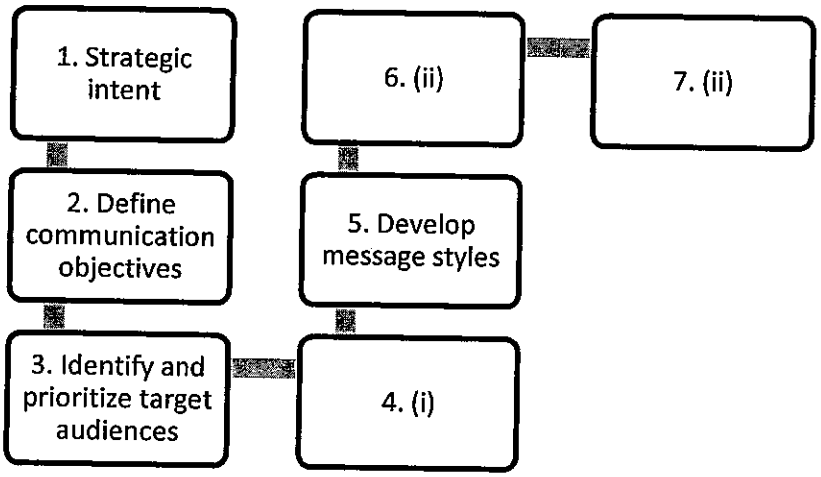
## SECTION A [20 MARKS]

**Instruction:** Answer ALL questions.

1. Discuss **TWO** elements of strategic communication? (4 marks)

2. Explain the functions of each SWOT analysis component. (4 marks)

3. a) Identify the missing steps in planning a strategic communication programme or campaign. (3 marks)




b) Explain the function of each missing step from the above diagram. (3 marks)

4. a) What is employee communication? (2 marks)

b) Discuss where strategic communication can be applied in **TWO** types of employee communication. (4 marks)

**Continued...**

## SECTION B [20 MARKS]

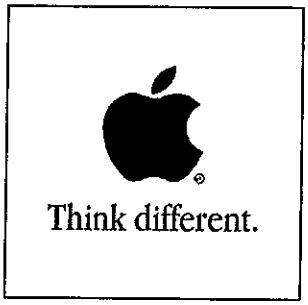
**Instruction**: Answer ALL questions.

1. a) Discuss the importance of corporate taglines and slogans. (4 marks)

   b) Explain TWO guidelines that communication practitioners should follow to create effective corporate tagline and slogans (2 marks)

   c) Select one of the corporate taglines and slogans below and discuss how the company has applied each guideline discussed in question 1(b) above. (4 marks)

i)




ii)

iii)

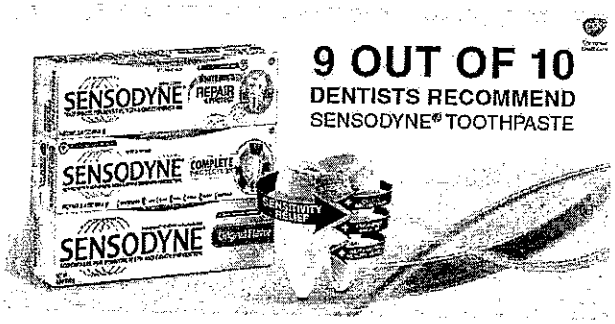
**Continued...**

2. a) Discuss the importance of Framing Models in strategic communication. (4 marks)

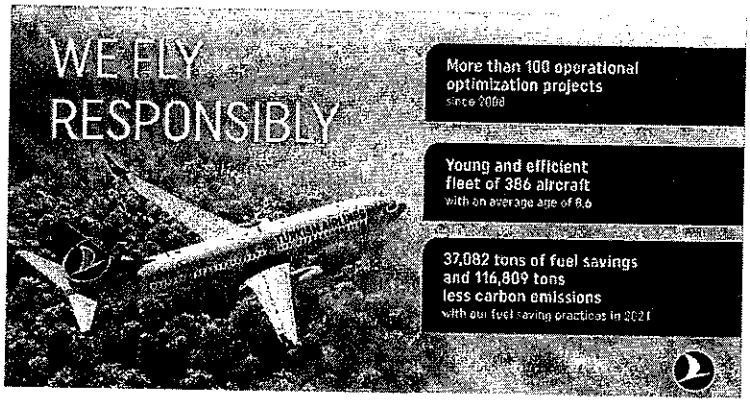
b) Explain TWO messages that Framing Models believe in. (2 marks)

c) Select ONE of the examples of Framing Models below and explain how the company has applied each message of Framing Model discussed in question 2(b) above. (4 marks)

i)




ii)


WE FLY
RESPONSIBLY
More than 100 operational optimization projects
since 2008
Young and efficient fleet of 386 aircraft
with an average age of 8.6
37,082 tons of fuel savings and 116,809 tons less carbon emissions
with our fuel saving practices in 2021

**End of Paper**